

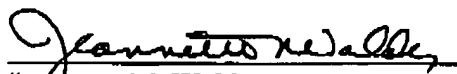
REMARKS

Reconsideration and reexamination of this application are respectfully requested. Claims 1-20 are pending in this application. Claims 1, 10, and 13 have been amended.

Claims 1, 10, and 13, the sole independent claims, have been amended to distinguish over the references. Each of the independent claims has been amended to recite that the claimed ratings include predicted ratings for a user for items not rated by the user as well as a measure of confidence in the prediction and a rationale for the prediction. The references do not teach or suggest the inventive combinations now recited in the independent claims, which include the predicted ratings for the no-rated items for that user, the confidence measure in the prediction, and the rationale for the prediction. Independent claims 1, 10, and 13 patentably distinguish over the references and the independent claims are allowable. Claims 2-9, 11-12, and 14-20, which depend from the independent claims likewise patentably distinguish over the references and are allowable.

Reconsideration of this application and allowance thereof are earnestly solicited. In the event the Examiner considers a personal contact advantageous to the disposition of this case, the Examiner is requested to call the undersigned Attorney for Applicant, Jeannette M. Walder.

Respectfully submitted,



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Date: May 27, 2003